

## **AR-1325 Advertising and Promotion**

There are two recognized means for posting and distributing promotional and informational materials. These methods include: (1) on-site distribution of flyers, and (2) electronic distribution of flyers.

Guidelines are set by the district to ensure that all individuals and groups receive equal consideration in the determination of access to school and district posting capabilities. Basic to this consideration is an obligation on the part of the district to review the following:

1. Determine whether a group requesting use of school and district posting capabilities to post flyers is a nonprofit-making organization in good standing with the state and / or Internal Revenue Service.
2. Determine if the group adheres to one or more of the following categories: recreational, educational, artistic or moral interest of the school community or the discussion of matters of general or public interest.
3. Determine whether the flyer promotes, advertises, depicts, or describes an event that would be in conflict with the existing law or regulations, or the stated standards, goals and objectives of Etiwanda School District relating to the wellbeing of the students and community that it serves.

### **Guidelines for On-Site Distribution of Flyers**

The district limits the direct distribution of flyers to those agencies whose activities are specifically related to the district's operations. Specifically, the district will only permit the distribution of flyers from the district itself or its affiliates.

1. Community organizations that are affiliates of the district include the following:
  - a. PTA, PTO or other recognized parent-faculty organizations.
  - b. District foundations created for the purpose of benefiting the students, specific school or the district in general.
  - c. School-related approved booster clubs.
2. The following must be stated on the front of the flyer:
  - a. The name of the sponsoring organization
  - b. The activity or event is "not sponsored by Etiwanda School District".
  - c. The flyer is "not printed at district expense".
3. Flyers approved for on-site distribution shall be counted by the requesting organization and bundled or banded in grade-level groups for grades K – 5 for ease of distribution at the school site. Middle schools may allow for an announcement that informational materials and flyers are available for interested students to obtain in the school office.

### **Guidelines for the Electronic Distribution of Flyers**

Non-profit agencies and district affiliates may avail themselves of the district's electronic flyer distribution system.

## **AR-1325 Advertising and Promotion (continued)**

1. The completed application shall be submitted via the district's website with a copy of the flyer and proof of current nonprofit status to the Superintendent's Office.
2. Such requests shall be submitted 10 working days prior to the anticipated week of distribution.
3. The following must be stated on the front of the flyers:
  - a. The name of the sponsoring organization.
  - b. The activity or event is "not sponsored by Etiwanda School District".
  - c. The flyer is "not printed at district expense".
4. The Instruction Department will review the application and proposed flyer and evaluate whether to post or distribute the flyer in accordance with the district policy.
5. Once the flyer has been reviewed, the district will notify the organization via email whether or not the flyers has been approved for electronic or on-site distribution.
6. Flyers approved for electronic distribution shall be posted on the district website in PDF format for a period not to exceed one month.

The district will not allow the distribution of flyers for commercial purposes or purposes unrelated to the district's educational mission.

**Board Approved:**

July 17, 2014

Effective Date: July 17, 2014